

# Action Plan

## Passenger-oriented Bus Services in Hong Kong

Presenters

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# Background and Purpose

## • Background

- Expectation of bus passengers is increasing
- Passengers wish to have more information on bus services for planning their trips
- Better passenger facilities are also requested

## • Purpose

- To provide a passenger-oriented service by means of
  - a. Real-time bus information
  - b. Facilities for the comfort and convenience of passengers

## Current Status and Issues

- Unlike Seoul, the public transport services (including bus services) in Hong Kong are provided by private companies under commercial principles. No direct subsidy is provided for the operation of public transport services.
- The role of Hong Kong Government is to plan and regulate the public transport services.
- It is the service operators' responsibility to provide service-related facilities to address passengers' expectation.

# Current Status and Issues – SWOT Analysis

- The financial burden of the government on providing public transport services can be minimized.
- It gives incentive to service operators to provide the services in an efficient and cost-effective manner.

**Strength**

- To win in the competition with other modes of transport (e.g. subway) or other bus operators, bus operators are in general willing to explore and provide peripheral facilities (e.g. estimated time of arrival system, WIFI, benches at stops).

**Opportunity**

- The government cannot “instruct” bus operators to provide specific facilities unless it is stipulated as a condition of the franchise
- Consensus from bus operators is required for putting up additional requirements in the franchise.

**Weakness**

- Operators who are financially less strong may have difficulties to catch up with the competitors.

**Threat**

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# Improvement Strategy

- **Improvement Strategy**

- To promote passenger-oriented bus services, the government has earmarked over USD 10 million to provide franchised bus companies with an one-off subsidy to install benches at over 1 000 bus stops and real-time bus arrival information display panels for the convenience of waiting passengers.
- At the same time, the government will liaise with bus operators for provision of additional facilities that may improve the convenience of passengers in the negotiation for renewal of franchise.

# Specific Action Plan

## • Specific Action Plan

- To expedite the installation of panels which show the estimated time of arrival of buses at the bus stops, the government will pay for one panel on every two panels installed by the bus operators.
- It would not only help relieving the financial burden of bus operators, but also provide useful real-time information to passengers, especially those not using smart phones.
- In addition, the government will pay for benches installed by the bus operators at bus stops. Although benches are simple street furniture, they improve the comfort of waiting passengers, especially the elderly and passenger in need.
- As the budget is limited (~USD 10 million), priority should be given to highly utilized bus stops.

# **Expected Results – Outputs/Outcomes**

- **Expected Result**

- Provision of real-time information and benches will help improving the attractiveness of bus services and waiting comfort respectively.
- Continuous improvement in service quality helps encouraging the use of public bus services, and hence reducing the traffic congestion and road side emissions in long run.



*Thank you!*